

## ORDER



**Orders**  
**Order / Rev:** 37580  
**Alt Order #:** 08880267  
**Product Desc:** ISSUE  
**Estimate:** 1206  
**Flight Dates:** 10/23/12 - 10/29/12  
**Original Date / Rev:** 10/11/12 / 10/11/12  
**Order Type:** GENERAL

KLAS

**Primary AE:** Mike Jones  
**Sales Office:** K-WAS  
**Sales Region:** National

**Agency Name:** Cross Roads Media  
**Buying Contact:**  
**Billing Contact:**  
 66 Canal Center Plaza  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Crossroads GPS  
**Demographic:** A35+  
**Product Codes:** PO4  
**Priority:** LV1  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:** 08/14/11  
**Order Separation:** 00:10:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	35	\$208,900.00	\$177,565.00
10/29/12	10/29/12	11	\$61,000.00	\$51,850.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	35	\$208,900.00	\$177,565.00	0.00
November 2012	11	\$61,000.00	\$51,850.00	0.00
<b>Totals</b>	<b>46</b>	<b>\$269,900.00</b>	<b>\$229,415.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$269,900.00
Market	100%	\$899,666.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$224,916.67
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$44,983.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/23/12	10/26/12	8 News Now 5a M-F	CM	5-6a	-TWTF--	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
NEWS NOW AT 5 Start Date 10/22/12 End Date 10/28/12 Weekdays -TWTF-- Spots/Week 1 Rate \$3,000.00 Rating 0.00															
E 2	8	10/29/12	10/29/12	8 News Now 5a M-F	CM	5-6a	M-----	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00

Order / Rev: 37580  
 Alt Order #: 08880267  
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Crossroads GPS  
 Product Desc: ISSUE  
 Estimate: 1206  
 KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				8 News Now 5a M-F										
				8 News Now 5a M-F										
				NEWS NOW AT 5										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$3,000.00		0.00			
E 3	8	10/23/12	10/26/12	8 News Now 6a M-F	CM	6-7a -TWTF--	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
				8 News Now 6a M-F										
				MORN NEWS ROT										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--				1	\$3,000.00		0.00			
E 4	8	10/29/12	10/29/12	8 News Now 6a M-F	CM	6-7a M-----	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
				8 News Now 6a M-F										
				MORN NEWS ROT										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$3,000.00		0.00			
E 5	8	10/23/12	10/26/12	CBS This Morning 7-9a	CM	7-9a -TWTF--	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
				CBS This Morning										
				CBS THIS MORN										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--				1	\$3,000.00		0.00			
E 6	8	10/29/12	10/29/12	CBS This Morning 7-9a	CM	7-9a M-----	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
				CBS This Morning										
				CBS THIS MORN										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$3,000.00		0.00			
E 7	8	10/23/12	10/26/12	Live w/Kelly	CM	9-10a -TWTF--	:30	3	\$2,000.00	LV1	0.00	NM	3	\$6,000.00
				Live w/Kelly										
				LIVE WITH KELLY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--				3	\$2,000.00		0.00			
E 8	8	10/29/12	10/29/12	Live w/Kelly	CM	9-10a M-----	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
				Live w/Kelly										
				LIVE WITH KELLY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$2,000.00		0.00			
E 9	8	10/23/12	10/26/12	8 News Now Noon M-F	CM	12-1230p -TWTF--	:30	3	\$2,000.00	LV1	0.00	NM	3	\$6,000.00
				8 News Now Noon M-F										
				NEWS NOW AT NOON										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--				3	\$2,000.00		0.00			
E 10	8	10/29/12	10/29/12	8 News Now Noon M-F	CM	12-1230p M-----	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
				8 News Now Noon M-F										
				NEWS NOW AT NOON										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$2,000.00		0.00			
E 11	8	10/23/12	10/26/12	1230-2p Soaps/ LMAD	CM	1230-2p -TWTF--	:30	1	\$5,000.00	LV1	0.00	NM	1	\$5,000.00
				Soaps / Let's Make A Deal		(12:30 PM-1:00 PM)								
				BOLD AND BEAUTIFUL										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--				1	\$5,000.00		0.00			
E 12	8	10/29/12	10/29/12	1230-2p Soaps/ LMAD	CM	1230-2p M-----	:30	1	\$5,000.00	LV1	0.00	NM	1	\$5,000.00
				Soaps / Let's Make A Deal		(12:30 PM-1:00 PM)								
				BOLD AND BEAUTIFUL										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$5,000.00		0.00			
E 13	8	10/23/12	10/26/12	Ellen	CM	3-4p -TWTF--	:30	3	\$2,500.00	LV1	0.00	NM	3	\$7,500.00
				Ellen										
				ELLEN										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--				3	\$2,500.00		0.00			
E 14	8	10/29/12	10/29/12		CM	3-4p M-----	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00



Order / Rev: 37580  
 Alt Order #: 08880267  
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Crossroads GPS  
 Product Desc: ISSUE  
 Estimate: 1206

KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Ellen Ellen										
				ELLEN										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$2,500.00		0.00			
E 15	8	10/23/12	10/26/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p -TWTF--	:30	3	\$2,500.00	LV1	0.00	NM	3	\$7,500.00
				NEWS NOW AT 4										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--				3	\$2,500.00		0.00			
E 16	8	10/29/12	10/29/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p M-----	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
				NEWS NOW AT 4										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$2,500.00		0.00			
E 17	8	10/23/12	10/26/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p -TWTF--	:30	3	\$3,000.00	LV1	0.00	NM	3	\$9,000.00
				NEWS NOW ROT										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--				3	\$3,000.00		0.00			
E 18	8	10/29/12	10/29/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p M-----	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
				NEWS NOW ROT										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$3,000.00		0.00			
E 23	8	10/29/12	10/29/12	Mon 8-9p How Met Mother/ Partners	CM	8-9p M-----	:30	1	\$30,000.00	LV1	0.00	NM	1	\$30,000.00
				HAWAII 5-0										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$30,000.00		0.00			
E 24	8	10/23/12	10/26/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p -TWTF--	:30	1	\$5,000.00	LV1	0.00	NM	1	\$5,000.00
				NEWS NOW AT 11										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--				1	\$5,000.00		0.00			
E 25	8	10/29/12	10/29/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p M-----	:30	1	\$5,000.00	LV1	0.00	NM	1	\$5,000.00
				NEWS NOW AT 11										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$5,000.00		0.00			
E 30	8	10/26/12	10/26/12	Fri 8-9p NCIS	CM	8-9p ----F--	:30	1	\$25,000.00	LV1	0.00	NM	1	\$25,000.00
				NCIS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$25,000.00		0.00			
E 33	8	10/26/12	10/26/12	Fri 9-10p CSI: NY	CM	9-10p ----F--	:30	1	\$40,000.00	LV1	0.00	NM	1	\$40,000.00
				CSI NY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$40,000.00		0.00			
E 34	8	10/27/12	10/27/12	CBS Early Show - Sat. CBS Early Show - Sat.	CM	5-7a -----S-	:30	1	\$1,200.00	LV1	0.00	NM	1	\$1,200.00
				CBS THIS MORN SAT										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$1,200.00		0.00			
E 35	8	10/27/12	10/27/12	ACC Football ACC Football	CM	930a-12pm -----S-	:30	2	\$4,100.00	LV1	0.00	NM	2	\$8,200.00
				ACC FTBALL										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-				2	\$4,100.00		0.00			
E 36	8	10/27/12	10/27/12		CM	Various -----S-	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00

Order / Rev: 37580  
 Alt Order #: 08880267  
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Crossroads GPS  
 Product Desc: ISSUE  
 Estimate: 1206

KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Politics Now S Sebelius										
				Politics Now S Sebelius		(5:30 PM-6:00 PM)								
				POLITICS NOW										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S-		1		\$3,000.00		0.00				
E 38	8	10/27/12	10/28/12	8 News Now 11p Sa/SuCM		11-1135P -----S-	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
				8 News Now Sa/Su 11p										
				NEWS NOW AT 11										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S-		1		\$2,500.00		0.00				
E 40	8	10/28/12	10/28/12	CBS News Sunday Morn@M		CBS Sunday Morni-----S	:30	1	\$4,000.00	LV1	0.00	NM	1	\$4,000.00
				CBS News Sunday Morning										
				CBS NEWS SUN MORN										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S		1		\$4,000.00		0.00				
E 41	8	10/28/12	10/28/12	8 News Now Sun AM #2CM		8 News Now Sun A-----S	:30	2	\$2,500.00	LV1	0.00	NM	2	\$5,000.00
				8 News Now Sun AM #2										
				NEWS NOW SUN MORN										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S		2		\$2,500.00		0.00				
E 42	8	10/27/12	10/27/12	8 News Now Sat 5-7p CM		5-7p -----S-	:30	2	\$2,500.00	LV1	0.00	NM	2	\$5,000.00
				8 News Now Sat 5-7p		(5:00 PM-5:30 PM)								
				NEWS NOW AT 5										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S-		2		\$2,500.00		0.00				
N 46	8	10/28/12	10/28/12	NFL Reg Season Game@M		NFL Football Reg. -----S	:30	1	\$50,000.00	LV1	0.00	NM	1	\$50,000.00
				NFL Football Reg. Season										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S		1		\$50,000.00		0.00				
N 47	8	10/27/12	10/27/12	ACC Football	CM	930a-12pm -----S-	:30	2	\$5,000.00	LV1	0.00	NM	2	\$10,000.00
				ACC Football										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S-		2		\$5,000.00		0.00				
												Totals	46	\$269,900.00